



FOR IMMEDIATE RELEASE

**FOR MORE INFORMATION:
Maisha Pearson
fatherhood@burrell.com
(323) 573-9430**

Burrell Launches Fatherhood Initiative

Agency partners with Carol Ross to celebrate African-American fathers

Challenging the stereotype of the absent African-American father, Burrell Communications, one of the nation's leading multicultural agencies, is launching a national awareness campaign that honors African-American fathers who are active in their children's lives. Entitled "A Celebration of Black Fathers," the initiative showcases vibrant images of fathers and their children in television, radio, cinema and print media.

The collection of creative concepts and images will echo the theme, "Every Day is Father's Day in the Eyes of a Child."

Known for creating-cutting edge communication strategies for the African-American community, Burrell compiled startling statistics that support the need to create this visually compelling campaign. "We know the statistics; according to the U.S. Department of Justice, about 70% of youths in state-operated institutions come from fatherless homes - 20 times the national average," explains McGhee Williams Osse, Burrell's Co-CEO. "This campaign is a celebration and a call to action for our community, so we never lose sight of the importance of African-American fathers in the family unit.

The agency partnered with acclaimed photographer Carol Ross, author of "POP: A Celebration of Black Fatherhood," and uses photography from her book for the print and television advertising. The fatherhood images from Carol's book represents men from all walks of life including, film star Samuel L. Jackson. Each photo provides an inspirational perspective on the relationship between black men and their children.

The campaign will be unveiled at a media event and public exhibit of the work on June 14, 2007 at Gallery Guichard, located at 3521 S. Martin Luther King Drive in Chicago. The event is designed to encourage widespread recognition of and dialogue about the importance of African-American fathers during June's Father's Day observance.

Burrell's media partners include BET, Black Enterprise, Ebony/Jet, Essence, Sister 2 Sister, Rolling Out, TV One, Clear Channel Chicago, Ethnic Print Media Group, Inner City Entertainment, WVON and Radio One.

"For decades, African-American media has played the role of catalyst, sharing information and calls to action that have transformed our community. We are pleased to partner with these industry giants to tell this important story," states Fay Ferguson, Co-CEO at Burrell.

In addition to the media partners, others have joined in the effort by providing in-kind services to support the campaign such as, Schawk Chicago, Gallery Guichard, Creativo, Ventures Unlimited Inc., Red Car Editorial, Chicago Recording Company, Jungle Pride, Stewart, Tabori & Chang, Photo Blue and Just Me Productions, Inc.

Founded in 1971 by industry pioneer, Tom Burrell, Burrell is one the nation's leading agencies specializing in the African-American and Yurban ® markets. In 2006, the agency supported over 26 charitable organizations including: The Chicago Urban League, Howard University, UNCF, History Makers and American Advertising Federation.

BURRELL COMMUNICATIONS

Burrell Communications is a full-service marketing communications company with offices in Chicago and Atlanta. In business for more than 30 years, Burrell is a leader in understanding and motivating consumer behavior in the African-American and Yurban ® markets. The agency's client roster includes McDonald's, Procter & Gamble, Toyota, General Mills, Marriott International and Couvousier. For more information, visit www.burrell.com.